

Shera Hyunyim Park
Assistant Professor
School of Design
Email: hyunyim.park@polyu.edu.hk
Phone: 27666846



Biography

Dr Shera H. Park received her PhD in service design from Royal College of Art, where her research investigated the impact of digital platforms, service ecosystem and service design from a human-centred approach and systemic orientation. She also has a bachelor's degree in product design from Hong-Ik University and master's degrees in art and media practice and in design for communication from the University of Westminster, London.

She began 14 years of industry experience as a designer at Hyundai Group and moved from design to marketing and ultimately to developing multidisciplinary projects across communication design, digital marketing and service strategy in her role as Head of Digital Communication for LG Electronics Europe. Her projects included a new service strategy and business model to improve London air quality, which she worked on with Open Data and Transport for London, serving predictable urban flow. This project was awarded 'Winner for Business Innovation in the Private Sector' at the Service Design Network.

Later, Dr Park worked as an Associate Lecturer at the Institution for Design Innovation at Loughborough University London. She contributed to teaching and dissertation supervision in the areas of service design, service innovation, service ecosystems and digital platforms for the design innovation master's programme. She also gave Studio Talk in MA Service Design and Talk for Designing Intelligence into our Cities in Intelligent Mobility Design Centre at the Royal College of Art, London.

Qualifications

Doctor of Philosophy (PhD) in Service Design, Royal College of Art, UK, 2020
Master of Arts (MA) in Design for Communication, University of Westminster, UK, 2012
Master of Art (MA) in Art and Media Practice, University of Westminster, UK, 2005
Bachelor of Fine Arts (BA) in Product Design, University of Hongik, South Korea, 2001

Employment

Assistant Professor

Assistant Professor
School of Design
The Hong Kong Polytechnic University
1 Jul 2023 → present

Head, Digital Communication

LG Ad Europe
United Kingdom
2 Jan 2012 → 31 Mar 2015

Digital Marketing Manager

LG Electronics UK & Ireland
United Kingdom
19 Sept 2005 → 31 Dec 2011

Designer

Hyundai Marine & Fire Insurance
Korea, Republic of
16 Jul 2001 → 31 Jul 2004

Designer

Hyundai Engineering & Construction
Korea, Republic of

2 Jan 2001 → 15 Jul 2001

Award and Project

London Smart Black Taxi Service, Business Innovation Winner, Service Design Network
Award date: 3/11/17

Project

Service Strategy for Future Intelligent Ecosystem for Midea Group

Park, H. Y. (Lead consultant), Denney, K. M. (Advisor) & Leong, B. C. H. (Lead consultant)
7 Jan 2022 → 30 Jul 2022

Research outputs

Bridging Reality and the Reel: An AR-Enhanced Application Model for Memorable Tourist Experiences

Park, H., Wang, S. & Cheng, J., 27 Jun 2024, *Design Research Society: DRS 2024 Boston*.

Virtual Museum and XR Content Creation for Takht-i-Bahi World Cultural Heritage Site

Tufail, M., Park, J. & Park, H., Jun 2024, (Not published / presented only).

Creating Value through Customer-Centricity: Service Innovation for SMEs in the Beauty Service Industry

Wang, S., Li, Z. & Park, H. (Corresponding Author), 26 Apr 2024, (Accepted/In press) *DMI: Academic Design Management Conference*. TU Delft

Decoding the GenZscape: Digital Proficiency and Its Influence on Consumer Experience

Park, H., 26 Apr 2024, (Accepted/In press) *DMI: Academic Design Management Conference*. TU Delft

Innovating Household Food Waste Management: A User-Centric Approach with AHP-TRIZ Integration

Wang, S., Park, H. (Corresponding Author) & XU, J., Feb 2024, In: *Sensors* (Basel, Switzerland). 24, 3, 820.

Exploring the design applications of key emerging materials from natural Sciences through a design ideation workshop

Tufail, M., Wang, X., Park, H. & Kim, K., 4 Oct 2023, *Design Research Society: IASDR 2023*. 1 p.

Smart Service Design Demands in the Fourth Industrial Revolution from a Sociotechnical Perspective

Park, H., 29 Sept 2023, *The European Conference on Education 2023: ECE2023*. The International Academic Forum (IAFOR)

Socially Inclusive Digital Service System for Foreign Domestic Helpers in Hong Kong

Lei, T., Jiahao, C., Park, H. Y. & Tufail, M., 27 Jul 2023, (Not published / presented only).

Service Design Identities

Sangiorgi, D., Penin, L., Park, H. Y. & Villari, B., 13 Jul 2023, (Not published / presented only).

Service (eco)system in Digital Mapping Platform: Developing a Value Co-creation Framework and Contribution of Service Design

Park, H., 2020, Royal College of Art.

Revisiting mapping service in light of service dominant logic

Park, H., 18 Jul 2018, *The Design Management Institute (DMI): The 21st DMI: Academic Design Management Conference Next Wave*. p. 1594-1603

Maps as participatory platform: Towards open data and transport Service

Park, H. Y., 5 Jul 2018, *ServDes2018. Service Design Proof of Concept*. 31 ed. Linköping University Electronic Press, Vol. 150. p. 386-400

The Map As An Object of Service Design
Sun, Q. & Park, H., 28 Jul 2017, In: Design Journal. 20, sup1, p. S4101-S4119